

net sales



qtd, fiscal 2023 to present

(millions) (unaudited)	2025				2024				2023			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4 ^(b)	Q3	Q2	Q1
Apparel & accessories	\$ 4,100	\$ 3,838	\$ 4,086	\$ 3,711	\$ 4,344	\$ 4,003	\$ 4,261	\$ 3,897	\$ 4,410	\$ 4,007	\$ 4,101	\$ 3,967
Beauty	3,484	3,232	3,396	3,101	3,444	3,226	3,384	3,119	3,424	3,013	3,085	3,016
Food & beverage	6,638	6,008	5,588	5,902	6,520	5,917	5,538	5,853	6,774	5,736	5,392	5,997
Hardlines	6,016	3,190	3,522	3,074	6,150	3,152	3,322	3,160	6,196	3,192	3,383	3,391
Home furnishings & décor	4,819	3,908	3,662	3,220	5,087	4,185	3,908	3,519	5,530	4,420	3,955	3,855
Household essentials	4,695	4,542	4,422	4,357	4,786	4,715	4,564	4,549	5,046	4,606	4,428	4,666
Other merchandise sales	88	34	43	40	97	30	44	46	87	30	40	56
Merchandise sales	29,840	24,752	24,719	23,405	30,428	25,228	25,021	24,143	31,467	25,004	24,384	24,948
Advertising revenue ^(a)	295	241	217	163	190	167	162	130	167	132	122	101
Credit card profit sharing	127	119	134	141	142	148	144	142	159	165	169	174
Other	191	158	141	137	155	125	125	116	126	97	98	99
Net Sales	\$30,453	\$25,270	\$25,211	\$23,846	\$30,915	\$25,668	\$25,452	\$24,531	\$31,919	\$25,398	\$24,773	\$25,322

^(a) Primarily represents revenue related to advertising services provided via the Company's Roundel digital advertising business offering. Roundel services are classified as either Net Sales or as a reduction of Cost of Sales or Selling, General, and Administrative (SG&A) Expenses, depending on the nature of the advertising arrangement.

^(b) The fourth quarter of 2023 consisted of 14 weeks compared with 13 weeks in the comparable periods presented.

Source: Target's Consolidated Financial Statements as filed with the U.S. Securities and Exchange Commission.

net sales



ytd, fiscal 2023 to present

(millions) (unaudited)	2025				2024				2023			
	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1	Q4 ^(b)	Q3	Q2	Q1
Apparel & accessories	\$ 15,737	\$ 11,635	\$ 7,797	\$ 3,711	\$ 16,505	\$ 12,161	\$ 8,158	\$ 3,897	\$ 16,485	\$ 12,075	\$ 8,068	\$ 3,967
Beauty	13,214	9,729	6,498	3,101	13,173	9,729	6,503	3,119	12,538	9,114	6,101	3,016
Food & beverage	24,136	17,499	11,490	5,902	23,828	17,308	11,391	5,853	23,899	17,125	11,389	5,997
Hardlines	15,800	9,786	6,597	3,074	15,784	9,634	6,482	3,160	16,162	9,966	6,774	3,391
Home furnishings & décor	15,608	10,789	6,880	3,220	16,699	11,612	7,427	3,519	17,760	12,230	7,810	3,855
Household essentials	18,017	13,321	8,779	4,357	18,614	13,828	9,113	4,549	18,746	13,700	9,094	4,666
Other merchandise sales	205	117	83	40	217	120	90	46	213	126	96	56
Merchandise sales	102,717	72,876	48,124	23,405	104,820	74,392	49,164	24,143	105,803	74,336	49,332	24,948
Advertising revenue ^(a)	915	621	379	163	649	459	292	130	522	355	223	101
Credit card profit sharing	522	395	275	141	576	433	286	142	667	508	343	174
Other	626	435	279	137	521	367	241	116	420	294	197	99
Net Sales	\$104,780	\$74,327	\$49,057	\$23,846	\$106,566	\$75,651	\$49,983	\$24,531	\$107,412	\$75,493	\$50,095	\$25,322

^(a) Primarily represents revenue related to advertising services provided via the Company's Roundel digital advertising business offering. Roundel services are classified as either Net Sales or as a reduction of Cost of Sales or Selling, General, and Administrative (SG&A) Expenses, depending on the nature of the advertising arrangement.

^(b) Full-year 2023 consisted of 53 weeks compared with 52 weeks in 2025 and 2024.

Source: Target's Consolidated Financial Statements as filed with the U.S. Securities and Exchange Commission.